

## COASTAL CONSERVANCY

Staff Recommendation  
October 27, 2005

### CONSERVANCY PROGRAM PUBLICATIONS

Project Manager: Steve Horn

**RECOMMENDED ACTION:** Authorization to disburse funds for the production of Conservancy publications through 2006, including *California Coast & Ocean* magazine, program publications, and special public information and project-related documents, and including a grant to the nonprofit Coastal Conservancy Association to provide assistance in this effort.

**PROGRAM CATEGORY:** All Conservancy programs

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#### RESOLUTION AND FINDINGS:

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31000 *et seq.* of the Public Resources Code:

“The State Coastal Conservancy hereby authorizes disbursement of an amount not to exceed three hundred nine thousand dollars (\$309,000) for the production of *California Coast & Ocean* and other publications related to Conservancy programs. Of that total authorized amount, the Conservancy further authorizes the disbursement of up to \$259,000 as a grant to the Coastal Conservancy Association (CCA) to enable CCA to assist the Conservancy, subject to the condition that, prior to the disbursement of funds to CCA, the Executive Officer shall review and approve specific work programs for the publications program and any subcontractors to be employed to carry out the work.”

Staff further recommends that the Conservancy adopt the following findings:

“Based on the accompanying staff report and attached exhibits, the State Coastal Conservancy hereby finds that the proposed publications program is consistent with the purposes and objectives of Division 21 of the Public Resources Code (Sections 31000 *et seq.*).”

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#### PROJECT SUMMARY:

The Conservancy uses several publications to increase public knowledge of the agency and its projects, as well as to provide information to the public about issues facing the State’s Coastal Management Program. These documents are needed to assist Conservancy staff in explaining the agency’s goals, record, and expertise to prospective partners, legislators, and concerned citizens, and their distribution is a critical element in maintaining public support for the agency.

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It has been the practice of the Conservancy to review its publications expenditures and authorize funding on an annual basis, and this recommendation will provide for a continuation of that practice. Funding as recommended would carry the publications program through December 2006.

The Conservancy's publications are its major vehicle for broad public outreach and are an essential component of the agency's work. The Conservancy's role on the coast is not widely understood because of (1) the agency's uniqueness, (2) the multiple purposes it serves, and (3) the low profile it sometimes chooses to maintain in its projects, which require cooperation among multiple interest groups. Through publications, the Conservancy and its nonprofit partners provide the public with current information about the agency's work, including a description of the uses made of the several recent bond acts approved by California voters. Conservancy publications also provide a source of informed opinion on major topics and emerging trends affecting coastal recreation and resources.

It is recommended that the Conservancy authorize disbursement of most of the recommended funding through a grant to the nonprofit Coastal Conservancy Association, Inc. (CCA), to enable it to assist the Conservancy in conducting the publications program. The CCA was established in 1992 to support and assist in the programs of the Coastal Conservancy, pursuant to Section 501(c)(3) of the U.S Internal Revenue Code. The CCA began assisting the Conservancy publications program last year pursuant to a grant authorized in September, and subsequently began publishing *California Coast & Ocean* in cooperation with the Conservancy and the California Academy of Sciences. The present recommendation would authorize continuation of that assistance by CCA, and the CCA Board will provide oversight and control over the publications program. In addition to the CCA agreement, funds for some of the printing costs may be contracted directly with the University of California Printing office.

During the past year, editing, design, and production consultation services were provided for publications including the Conservancy's Strategic Plan, the report *Completing the California Coastal Trail* and a multi-use Conservancy information packet, as well as the quarterly magazine and various other project-related publications. During the next year, *Coast & Ocean* will expand its coverage of ocean issues and consideration will be given to other publication projects, possibly linked to the Conservancy's website, in keeping with the Conservancy's expanded responsibilities toward the ocean. Special attention will be given to the need to build greater public awareness of ocean life and ocean issues. The on-line version of *Coast & Ocean*, available on the Conservancy's Internet site, will be enhanced and improved.

Work will continue on the revised and greatly expanded edition of the *Wheelchair Rider's Guide to San Francisco Bay and Nearby Shorelines*, with publication projected for Winter 2005. The guide will enable people with disabilities to discover new as well as long-established access to the Bay Trail and accessible sites along the water, many of them improved with help from the Conservancy.

This program also provides editorial and design review for the signing on Conservancy-funded project sites.

**PROJECT FINANCING:**

An estimated \$309,000 will be required for the period through December 2006. Conservancy publications are funded from the State Coastal Conservancy Fund through the agency's administrative support budget, not from Capital Outlay appropriations or bond funds.

The production portion of the publications budget, as described below, would be carried out through contracts issued directly by the Conservancy to UC Printing. The editorial and marketing portion of the publications program budget, including the preparation of *Coast & Ocean*, would be under the auspices of the Coastal Conservancy Association.

**Anticipated Budget through December 2006**

Four issues of *California Coast & Ocean* with a press run of 10,000, plus editorial and production services for other planned publications:

**Production:**

Printing & Binding:	\$ 40,500
Mailing Services & Postage:	<u>9,500</u>
Subtotal:	\$ 50,000

**Editorial and Marketing:**

Editorial:	\$183,400
Design & Layout:	22,000
Art & Graphics:	1,000
Photography:	4,400
Internet Design:	5,000
Fees for Articles:	5,500
Insurance	4,250
Travel	2,000
Misc. (internet, marketing, etc.)	1,700
Contract Administration	<u>19,750</u>
Subtotal:	<u>\$ 259,000</u>
<b>Total Cost</b>	<b>\$ 309,000</b>

**Coast & Ocean Subscriptions**

*California Coast & Ocean* now has a circulation of approximately 10,000 including approximately 2,000 paid subscribers, and the subscription drive remains very active. The *Coast & Ocean* subscription renewal rate rose above 75% in 1998 and has stayed at high levels indicating a loyal and supportive readership. New subscribers have been coming in at a steady rate, with many arriving via the web page which features a version of the magazine redesigned and abridged for the Internet. While it is not realistic to expect that paid subscriptions alone would make the magazine self-sustaining, they show that *Coast & Ocean* is valued. The press run of 10,000 is distributed by mail to subscribers and to legislators, libraries, local officials, and members of the press, and to

selected mailing lists on a one-time basis as part of the ongoing subscription drive. Excerpts from the magazine are also available on the Conservancy's Internet page.

The subscription drive also serves to introduce the Conservancy, through *Coast & Ocean*, to thousands of people who are presumed to have an interest in the California coast and/or in resource conservation issues. During the past seven years, trial copies of the magazine have been mailed to nearly 120,000 people on carefully chosen mailing lists as we have sought to maintain and expand our subscription base. This promotional effort will be continued in the coming year, contacting more of the varied groups that would have an interest in the Conservancy's work.

*Coast & Ocean* was distributed free of charge for about ten years. In 1995 it was decided that this publication had become sufficiently established to make it possible to charge for subscriptions to help cover production costs, and approximately \$200,000 has been generated in subscription revenues over the past eight years. The subscriptions to *Coast & Ocean* currently cover more than one-half of the annual cost of printing, binding, and mailing the quarterly magazine.

**CONSISTENCY WITH CONSERVANCY'S ENABLING LEGISLATION:**

The recommended action is consistent with the authority of the Conservancy pursuant to Sections 31400.3, 31302, 31203, and 31205 of the Public Resources Code. Section 31400.3 specifically authorizes the Conservancy to provide assistance to nonprofit organizations such as the Coastal Conservancy Association (CCA) to assist them in functions necessary to meet the objectives of the Conservancy's enabling legislation.

Under Public Resources Code Section 31302, the Conservancy is responsible for coordinating the urban waterfront activities of all other state and federal agencies so as to increase the efficiency and minimize the duplication of those efforts. *Coast & Ocean* and other publications aid in this effort by informing other agencies about issues, activities, and efforts in this area. Through publications, the Conservancy and its nonprofit partners also keep public agencies and other nonprofit organizations informed of cost-effective, innovative accessway designs and of creative solutions to coastal access problems, consistent with Section 31400.3.

Public Resources Code Sections 31203 (coastal restoration) and 31305 (urban waterfronts) direct the Conservancy to promote excellence of design and to stimulate projects that exhibit innovation in sensitively integrating man-made features into the natural coastal environment. By helping the Conservancy to describe successfully designed projects in its publications, the CCA will use the granted funds to encourage public and private development consistent with these objectives.

**CONSISTENCY WITH CONSERVANCY'S STRATEGIC PLAN GOAL(S) & OBJECTIVE(S):**

Consistent with **Goal 15, Objectives A and B**, the Conservancy publications program projects the Conservancy's identity and reinforces the Conservancy's value to core audiences such as the legislature, other State agencies, landowners and project partners, as well as to the general public. Both directly and through re-publication in other news media, Conservancy publications provide the public with information concerning Conservancy priorities and the use of public funds, available recreation facilities, and significant coastal resource issues.

**COMPLIANCE WITH CEQA:**

The proposed authorization does not have the potential for resulting in a physical change in the environment, and thus, under 14 Cal. Code of Regulations Section 15378, is not a "project" for purposes of the California Environmental Quality Act (CEQA).